

From: Scala, Mary Joy
Sent: Wednesday, October 23, 2013 2:29 PM
To: ghunter@audgllc.com; Ryan Bourque (rbourque@audgllc.com)
Subject: BAR Action September 17, 2013

October 23, 2013

Charlottesville Properties I, LLC
348 Enterprise Drive
Valdosta, GA 31601
Greg Hunter, Manager

Certificate of Appropriateness Application

BAR 13-09-03
852-854 and 858-860 West Main Street
Tax Map 30 Parcel 3 and 4
Charlottesville Properties I, LLC,, Applicant and Owner
Construction fence wrap

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on September 17, 2013. The following action was taken:

Approved (8-0) as submitted. The BAR recommends that for future fence wraps, including this item, the wrap should have a 1-year timeline, after which time the wrap would be removed or the applicant would have to reapply for approval. The preferred style of wrap is banners featuring large photographs and renderings. The applicant may use text banners (including the name of building, contact information, and other information) only on banners on the corner or ends of the fence wrap.

In accordance with Charlottesville City Code 34-285(b), this decision may be appealed to the City Council in writing within ten working days of the date of the decision. Written appeals, including the grounds for an appeal, the procedure(s) or standard(s) alleged to have been violated or misapplied by the BAR, and/or any additional information, factors or opinions the applicant deems relevant to the application, should be directed to Paige Barfield, Clerk of the City Council, PO Box 911, Charlottesville, VA 22902.

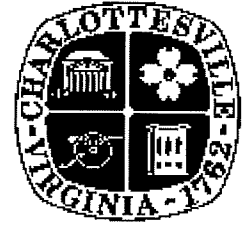
This certificate of appropriateness shall expire in 18 months (March 17, 2015), unless within that time period you have either: been issued a building permit for construction of the improvements if one is required, or if no building permit is required, commenced construction. The expiration date may differ if the COA is associated with a valid site plan. You may request an extension of the certificate of appropriateness *before this approval expires* for one additional year for reasonable cause.

Upon completion of construction, please contact me for an inspection of the improvements included in this application. If you have any questions, please contact me at 434-970-3130 or scala@charlottesville.org.

Sincerely yours,

Mary Joy Scala, AICP
Preservation and Design Planner
Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall - 610 East Market Street
P.O. Box 911
Charlottesville, VA 22902
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
September 17, 2013**



Certificate of Appropriateness Application

BAR 13-09-03

852-854 and 858-860 West Main Street

Tax Map 30 Parcel 3 and 4

Charlottesville Properties I, LLC,, Applicant and Owner

Construction fence wrap

Background

852-854 and 858-860 West Main Street is currently under construction as a mixed use building in the West Main Street historic overlay district. The development was formerly known as the Plaza and is now called the Flats at West Village.

October 16, 2012 – The BAR found (4-2 with Graves and Adams opposed) that the special use permit request would have an adverse impact on the West Main Street ADC district unless the applicant makes substantial revisions to the massing and architectural detailing of the project. The BAR supports increased density and increased building height in concept but is not willing to recommend increased density as the project currently stands.

November 13, 2012 – The Planning Commission recommended approval of the SUP with conditions.

November 20, 2012 – Recommended to City Council (7-1 with Adams against) that the proposed special use permit to allow increased density (from 43 units per acre to 98 units per acre) and additional building height (from 70 to 101 feet) for the redevelopment of 852-860 W Main Street into a mixed use development will not have an adverse impact on the West Main Street Architectural Design Control (ADC) District and the BAR recommended approval of the special use permit, subject to the usual BAR review.

In the discussion they were fairly unanimous that the building design was improved, but not there yet. They thought the design needed to be simplified, and beautifully detailed.

December 3, 2012 – City Council approved Special Use Permit with conditions (resolution attached).

December 18, 2012 - Approved (6-1 with Adams opposed) the general mass, scale, footprint, and general architectural design of the building, with the requirements that:

- additional architectural details be submitted [to the BAR] for the main façade conditions found on both West Main Street, and the south and west facades;
- special attention given to possibility of using brick rather than stucco in spandrel panels;
- alternate material be considered for some or all of stucco on south side of site;
- special attention be given to parapet and cornice condition at 5th floor on West Main Street facade;
- color of aluminum storefronts be reconsidered as suggested;
- a substantial landscape planting including large native deciduous trees be installed within area between RR r/w and property;
- consideration of other material for the penthouse facades;

these studies to include consideration for appropriate sizes and proportion of windows.

February 19, 2013 – Approved (7-1 with Adams against) with the following modifications:

1. Revision to the balcony in the center bay on West Main Street so that the top floor is a solid parapet;
2. No stone sills or coping in the brick portions of the building;
3. Generally monochromatic paint scheme where it relates to the cornice coping and parapets in the hardplank portions of the building;
4. Brick in recesses and stories in the base of the building;
5. On side and rear elevations, [use a] paint scheme where the recesses are painted in a slightly darker color than the body of the building, including the face of the balcony edge;

- 6. No white paint;
- 7. Preference for larger hardipanel cladding;
- 8. With the understanding that, because the City notions of the streetscape design are evolving, the design for the streetscape itself and the way the building meets the street will come back for review, including the lighting associated with streetscape improvements.

Application

The applicant is proposing a construction fence wrap for the length of construction fence fronting West Main Street (6 feet high by approximately 345 feet long). The banner will be made of sections that are 6 feet tall by 16 feet long (49 banners total). The banners would be a temporary installation that would remain on the construction fence until Fall 2014, when the building is complete and the fencing is removed.

The applicant is also proposing further signage in the form of two large leasing banners (6 feet high by 16.33 feet long) and one smaller leasing banner (6 feet high by 13 feet long). In addition, the applicant is applying for four small sandwich board signs printed on coroplast (3 feet high by 2 feet wide).

Proposed materials are:

- Vinyl mesh banner, full color print
- Fence banner, full color print
- Coroplast sandwich board style, full color print



an example of fence wrap used at the Pavilion at North Grounds while under construction

Criteria and Guidelines

Review Criteria Generally

Sec. 34-284(b) of the City Code states that,

In considering a particular application the BAR shall approve the application unless it finds:

- (1) *That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and*
- (2) *The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.*

A. Signs, Awings, Vending & Cafe

Placement

- 1. Place signs so that they do not obstruct architectural elements and details that define the design of the building. Respect the signs of adjacent businesses.*
- 2. Projecting signs for commercial buildings are limited to one per storefront. They should be no lower than 8 feet from the sidewalk, and no more than 3 feet from the surface of the building. They should not be placed above the second story sill line. For residential buildings, small projecting signs attached to the wall at the first floor or porch column are appropriate.*
- 6. Freestanding signs, in general, are not an appropriate sign type in commercial areas of Downtown and the West Main Street corridor except for use in the front yard of a residence that has been converted to commercial or office use on a site where the building is set back deeply on the lot. In this case, freestanding signs should be no higher than 12 feet.*

Size

- 1. All the signs on a commercial building should not exceed 50 square feet.*
- 2. Average height of letters and symbols should be no more than 12 inches on wall signs, 9 inches on awning and canopy signs, and 6 inches on window signs.*
- 3. Projecting signs should be a maximum of 10 square feet per face.*
- 5. Flat wall signs should not exceed 18 inches in height and should not extend more than 6 inches from the surface of the building.*

Design

- 1. Signs should be designed and executed by sign professionals who are skilled at lettering and surface preparation.*

Materials

- 1. Use traditional sign materials, such as wood, glass, gold leaf, raised metal or painted wood letters, and painted wood letters on wood, metal, or glass.*
- 2. Newer products, such as painted MDO may also be used.*
- 3. Do not use shiny plastic products.*

Color

- 1. Use colors that complement the materials and color of the building, including accent and trim colors.*
- 2. A maximum of three colors are recommended, although more colors can be appropriate.*

Illumination

- 1. Generally, signs should be indirectly lit with a shielded incandescent light source.*
- 2. Internally lit translucent signs are not permitted.*

Buildings with Multiple Tenants

- 1. A comprehensive sign plan should be submitted for multi-tenant buildings.*
- 2. Upper-floor tenants should be represented at each primary entrance by a flat, wall-mounted directory sign.*

Other Signs

- 1. Banners should be temporary and wall murals should be carefully reviewed for compatibility with district character.*

Sign Maintenance

- 1. Signs that are not properly maintained should be removed.*
- 2. Signs of a business no longer occupying a building or storefront should be removed unless it is historically significant.*

B. Temporary Signs

- 1. Sandwich board-type signs should be:
 - a. a maximum of four feet high.*
 - b. a maximum of ten square feet.*
 - c. constructed of metal or painted wood.**
- 2. Wood signs should be constructed of medium density overlay (MDO) board or a similar quality material and not grained plywood.*
- 3. All edges should be covered with molding or otherwise finished.*

4. *Sandwich board-type signs should have a maximum of four colors that relate to the colors of the associated building.*
5. *Letters should be scaled to the size of the sign.*
6. *No national advertising trademarks or logos should be a part of the sign other than that of the business.*

Discussion and Recommendations

This is the first fence wrap COA application to be reviewed by the BAR. Staff requests guidance how to review this application and expected future requests in historic districts. In the past, a solid plywood construction fence painted Charleston Green has been required for Downtown construction projects. One still remains on the Landmark Hotel site. The UVA Battle Building under construction is using a solid dark green fence wrap. The photo above shows a site on Arlington Boulevard outside of any design control area, which did not receive any sign permit, and does not meet the current City sign regulations. Current sign regulations only allow one- 4 square foot sign advertising sale or rental; and one- sixteen square foot sign during construction, denoting the architect, engineer or contractor.

Given that the fence wrap banners will be a temporary installation that will last at least several months, they should be reviewed as though they were a mural rather than a permanent sign installation. Attractive banners have the potential to visually improve and enliven the construction area until the building is complete, but care must be taken to respect the permanent signage regulations of adjacent businesses and appropriateness of the appearance within the historic district.

The BAR should choose an option with the understanding that it would set a precedent for other construction sites in historic districts. It would be preferable if the BAR gave staff enough guidance to able to approve these wraps administratively in the future. A possible range of options would be:

- Dark green painted plywood
- Solid color wrap with minimal (sale or rental + contractor) signage that meets current ordinance (20 square feet)
- Seventy-five square feet of any photo/signage combination (current aggregate signage allowed in W Main ADC)
- Full color photos the length of the wrap, with minimal signage (a modest logo and contact information)
- Unlimited photo/signage the length of the wrap

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, I move to find that the proposed temporary construction fence wrap satisfies the BAR's criteria and is compatible with this contributing property and other properties in the West Main Street ADC district, and that the BAR approves the application with the following modifications....

ALTERNATIVES FOR FENCE WRAPS:

1. HISTORIC PHOTOGRAPHS (IF AVAILABLE)



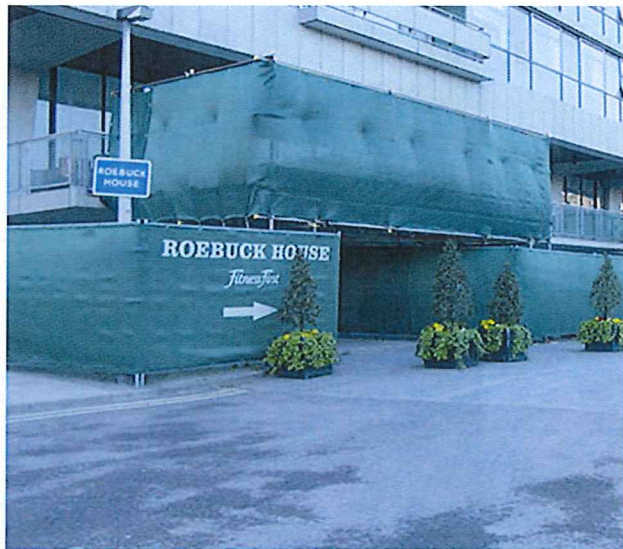
2. BLACK AND WHITE (OR ONLY 2 COLOR)



3. ART



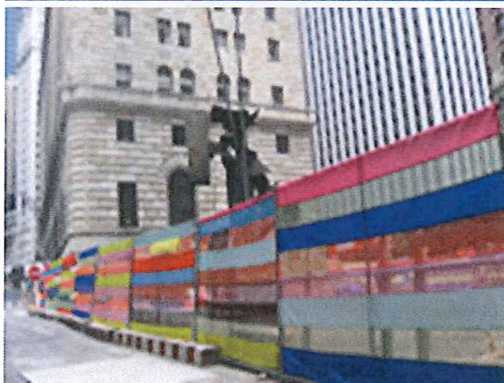
4. SINGLE COLOR WRAP



6. ADVERTISEMENT FOR DEVELOPMENT



5. SEMI-TRANSPARENT SCREEN





**Board of Architectural Review (BAR)
Certificate of Appropriateness**

Please Return To: City of Charlottesville
Department of Neighborhood Development Services
P.O. Box 911, City Hall
Charlottesville, Virginia 22902
Telephone (434) 970-3130 Fax (434) 970-3359

RECEIVED

SEP 12 2013

NEIGHBORHOOD DEVELOPMENT SERVICES

Please submit ten (10) copies of application form and all attachments.

For a new construction project, please include \$375 application fee. For all other projects requiring BAR approval, please include \$125 application fee. For projects that require only administrative approval, please include \$100 administrative fee. Make checks payable to the City of Charlottesville.

The BAR meets the third Tuesday of the month.

Deadline for submittals is Tuesday 3 weeks prior to next BAR meeting by 4 p.m.

Owner Name Charlottesville Properties I, LLC, Applicant Name Greg Hunter, manager
 Project Name/Description Fence wrap for construction site Parcel Number 300003000
 Property Address 852 West Main St. Charlottesville, VA 22903

Applicant Information

Address: 348 Enterprise Dr. Valdosta, GA 31601
 Email: ghunter@audgllc.com
 Phone: (W) (229) 219-8083 (H) _____
 FAX: (229) 219-8125

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct. (Signature also denotes commitment to pay invoice for required mail notices.)

Signature _____ Date _____

Property Owner Information (if not applicant)

Address: _____
 Email: _____
 Phone: (W) _____ (H) _____
 FAX: _____

R. Gregory Hunter

Print Name _____ Date _____

Property Owner Permission (if not applicant)

I have read this application and hereby give my consent to its submission.

Do you intend to apply for Federal or State Tax Credits for this project? NO

Signature _____ Date _____

Print Name _____ Date _____

Description of Proposed Work (attach separate narrative if necessary):

Fence wrap surrounding construction site at 852 west main st.

List All Attachments (see reverse side for submittal requirements):

- ① Site Plan
- ② Fence Wrap Graphics

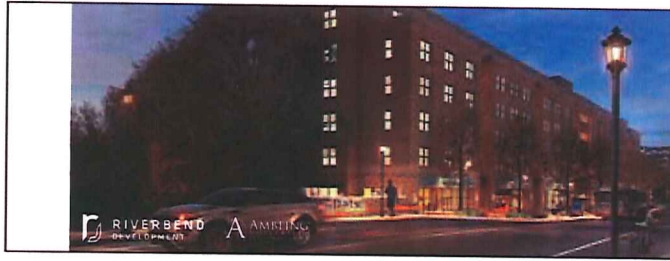
For Office Use Only

Received by: J. Barnard Approved/Disapproved by: _____
 Fee paid: \$125.00 Cash/Ok. # MasterCard Date: _____
 Date Received: 9/12/2013 Conditions of approval: _____
P13-0150

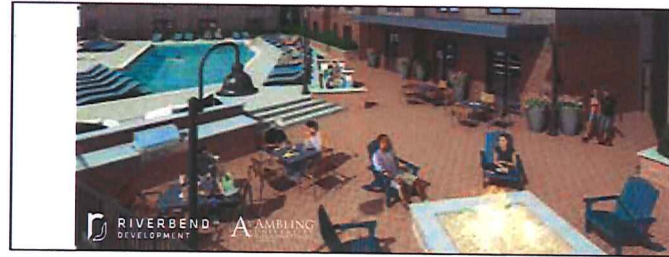
***ONCE APPROVED, YOU ARE RESPONSIBLE FOR AT LEAST 1/2 OF THE REMAKE COST SHOULD ANY ERRORS BE FOUND AFTER PRODUCTION BEGINS. NO EXCEPTIONS.**

GENERAL INFO - 1

Quantity:
1
Sides:
1
Dimensions:
72"H x 9,300"W
Colors:
Full Color
Material:
Vinyl Mesh Banner
Details:
-Grommets every 24"
-Banner to be 72"x192" sections



COLOR OPTION A



COLOR OPTION B



FASTSIGNS®		SCALE: 1/16"	DATE: 7/29/2013	DRAWN BY: <i>Christin</i>	REVISED:
REV. NO.	REV. DATE	Each Revision is an additional \$10		APPROVED BY:	
1	7/29	FREE			
2	8/1	FREE			
3	8/2	\$10			
4	8/9	\$10			
5	8/13	\$10			
6	8/13	\$10	8/21	\$10	
				DRAWING NUMBER: 21471	REV. NO.:
				PCM - Peak Campus Management LLC	
THIS DRAWING IS THE PROPERTY OF FASTSIGNS CONROE, INC. THE BORROWER AGREES IT SHALL NOT BE PRODUCED, COPIED OR DISPOSED OF DIRECTLY OR INDIRECTLY, NOR USED FOR ANY PURPOSE WITHOUT PERMISSION FROM FASTSIGNS.					

FASTSIGNS Will Not Be Responsible For Errors Or Omissions After Your Proof Is Approved. Please Note: Production Of This Order Will Not Start Until All Layouts Are Approved. Proofing Is Designed To Reduce Your Final Cost. Please Examine Carefully For Any Errors. Should you require a specific color please specify a pantone color (PMS) or come by our showroom and choose a pantone color off of our color pallet.

***ONCE APPROVED, YOU ARE RESPONSIBLE FOR AT LEAST 1/2 OF THE REMAKE COST SHOULD ANY ERRORS BE FOUND AFTER PRODUCTION BEGINS. NO EXCEPTIONS.**

GENERAL INFO - 2

Quantity:
1
Sides:
1
Dimensions:
72"H x 196"W
Colors:
Full Color
Material:
Fence Banner
Details:
-Grommets
-Hemmed



GENERAL INFO - 3

Quantity:
1
Sides:
1
Dimensions:
72"H x 156"W
Colors:
Full Color
Material:
Fence Banner
Details:
-Grommets
-Hemmed



GENERAL INFO - 4

Quantity:
4
Sides:
1
Dimensions:
36"H x 24"W
Colors:
Full Color
Material:
Coroplast
Details:
-Sandwich Board



FASTSIGNS®		SCALE: nts	APPROVED BY:	DRAWN BY: <i>Christin</i>	REVISED:
		DATE: 7/29/2013			
REV. NO.	REV. DATE	Each Revision is an additional \$10			
1	7/29	FREE			
2	8/1	FREE			
3	8/2	\$10			
4	8/9	\$10			
5	8/13	\$10			
6	8/13	\$10	8/21	\$10	
PCM - Peak Campus Management LLC			DRAWING NUMBER	21471	REV. NO.

THIS DRAWING IS THE PROPERTY OF FASTSIGNS CONROE, INC. THE BORROWER AGREES IT SHALL NOT BE PRODUCED, COPIED OR DISPOSED OF DIRECTLY OR INDIRECTLY, NOR USED FOR ANY PURPOSE WITHOUT PERMISSION FROM FASTSIGNS.

FASTSIGNS Will Not Be Responsible For Errors Or Omissions After Your Proof Is Approved. Please Note: Production Of This Order Will Not Start Until All Layouts Are Approved. Proofing Is Designed To Reduce Your Final Cost. Please Examine Carefully For Any Errors. Should you require a specific color please specify a pantone color (PMS) or come by our showroom and choose a pantone color off of our color pallet.

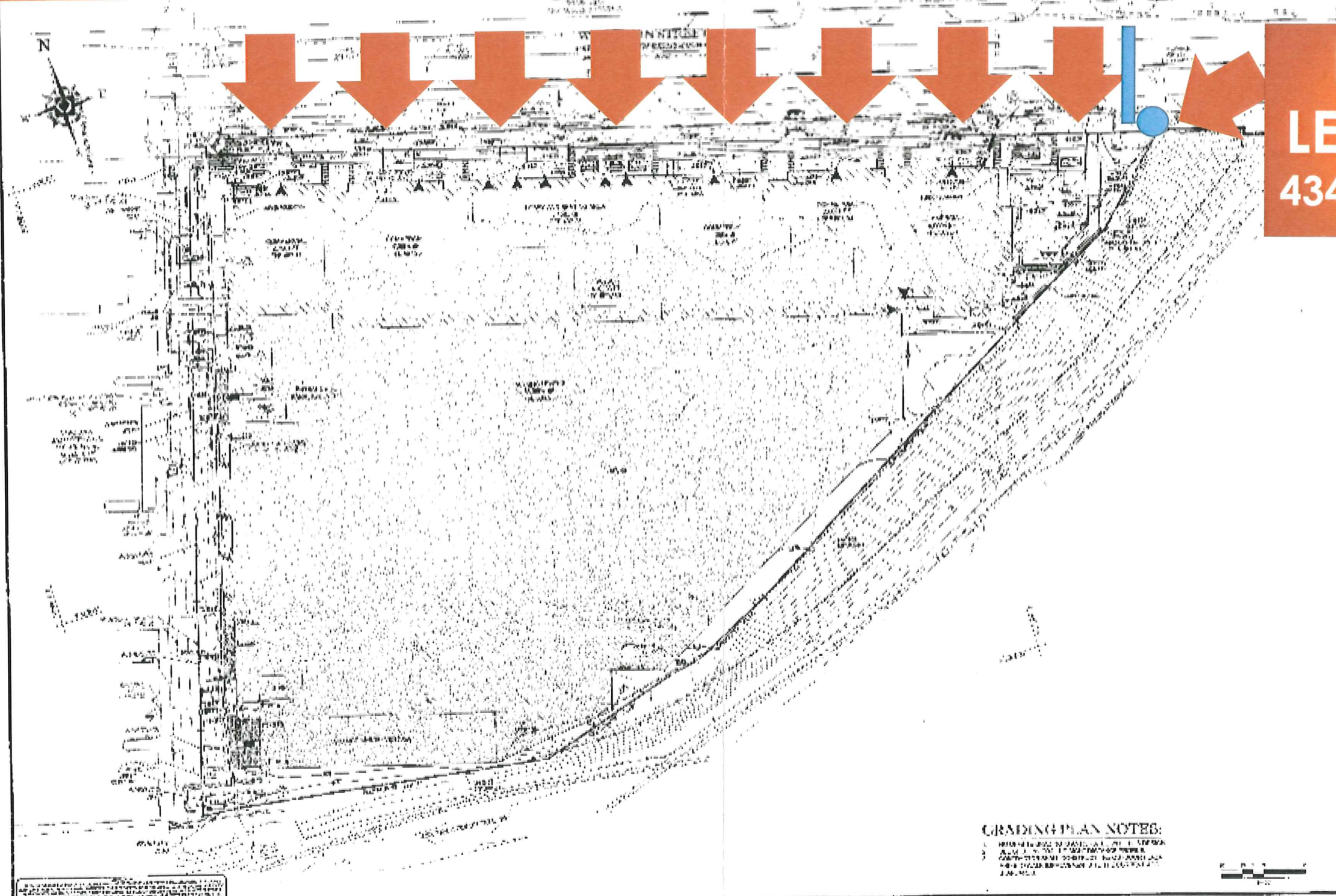

NOW LEASING
FALL 2014
 434.509.4430 FLATS@WESTVILLAGE.COM

1,2,3 & 4
 BEDROOMS
 ULTRA LUXURY
 AMENITIES


**RETAIL &
 STUDENT
 FLATS**

1,2,3 & 4 BEDROOMS
 NEW STUDENT FLATS
 FURNISHED & UNFURNISHED
 RESORT-STYLE POOL
 SUNNING DECK, FIREPIT

**RESERVE
 YOUR APT**
434.509.4430



**NOW
 LEASING**
434.509.4430


 APPROVED FOR
 2014-09-24
 PRELIMINARY &
 FINAL DESIGN PLAN
 THE PLAZA ON
 WEST MAIN
 BOHLER
 ENGINEERS
 1000 WEST 10TH AVENUE
 SUITE 1000
 DENVER, CO 80202
 GRADING PLAN
 SHEET NO. 6

GRADING PLAN NOTES:
 1. SEE GENERAL NOTES AND SPECIFICATIONS
 2. ALL ELEVATIONS ARE IN FEET UNLESS NOTED OTHERWISE
 3. SEE EXISTING SURFACE ELEVATIONS AND GRADING PLAN FOR EXISTING AND PROPOSED ELEVATIONS



CITY OF CHARLOTTESVILLE

"A World Class City"

Department of Neighborhood Development Services

City Hall Post Office Box 911
Charlottesville, Virginia 22902
Telephone 434-970-3182
Fax 434-970-3359
www.charlottesville.org



September 3, 2013

Dear Sir or Madam:

This letter is to notify you that the following application has been submitted for review by the City of Charlottesville Board of Architectural Review on property that is either abutting or immediately across a street from your property, or that has frontage on the same city street block.

Certificate of Appropriateness Application

BAR 13-09-03

852-854 and 858-860 West Main Street

Tax Map 30 Parcel 3 & 4

AUDG Holdings, LLC, Applicant / Merchants Acquisitions, LLC and Fluvanna Holdings, LLC, Owner

Construction fence wrap

The Board of Architectural Review (BAR) will consider these applications at a meeting to be held on **Tuesday, September 17, 2013, starting at 5:30 pm in City Council Chambers, City Hall**. Enter City Hall from the Main Street pedestrian mall entrance and go up to 2nd floor.

An agenda with approximate times and additional application information will be available on the BAR's home page accessible through <http://www.charlottesville.org> If you need more information, please do not hesitate to contact me at 434-970-3130 or hawksm@charlottesville.org.

Sincerely yours,

A handwritten signature in cursive script that reads "Madeleine Hawks".

Madeleine Hawks, MUEP
Preservation and Design

owner_cur	address1	address2	address3	zipcode	propertyad
FLUVANNA HOLDINGS, LLC	P O BOX 1467		CHARLOTTESVILLE VA	22902	858-860 W MAIN ST
SPRINT COMMUNICATIONS CO L P	6100 SPRINT PARKWAY		OVERLAND KS	66251	ESTES ST
U S SPRINT COMMUNICATION CO LTD PART	PO BOX 12913		SHAWNEE MISSION KS	66212	845 ESTES ST
RECTOR & VISITORS OF THE U OF VA	P O BOX 400726		CHARLOTTESVILLE VA	229044726	835-837 ESTES ST
SOUTHERN RAILWAY COMPANY	110 FRANKLIN ROAD SE		ROANOKE VA	240420028	9TH ST SW
DABNEY, KIM TRAN	43872 GLENHAZEL DRIVE		ASHBURN VA	22011	843 W MAIN ST

owner_cur	address1	address2	address3	zipcode	propertyad
UNION STATION PARTNERS, LLC MIDTOWN LLC		2088 UNION ST STE 1 900 W MAIN ST	SAN FRANCISCO CA CHARLOTTESVILLE VA	94123 22903	808 W MAIN ST 914-918 W MAIN ST
UNION STATION PARTNERS, LLC		2088 UNION ST STE 1 200 BUSINESS PARK DR STE	SAN FRANCISCO CA	94123	810-820 W MAIN ST
CHARLOTTESVILLE PROPERTIES I, LLC	KAYNE ANDERSON R E ADVISORS	309	ARMONK NY	10504	852-854 W MAIN ST
853 WEST MAIN, LLC		P O BOX 7885	CHARLOTTESVILLE VA	22906	853 W MAIN ST

CITY OF CHARLOTTESVILLE
"A World Class City"

Department of Neighborhood Development Services

City Hall Post Office Box 911
Charlottesville, Virginia 22902
Telephone 434-970-3182
Fax 434-970-3359
www.charlottesville.org



AFFIDAVIT OF MAILING

To File: 852-854 and 858-860 West Main Street, BAR 13-09-03

I, Madeleine Hawks, being first duly sworn, hereby certify that I mailed the attached letter, by first class United States Mail, to the addresses shown on this affidavit on September 3, 2013.

Signed:

Madeleine Hawks

ADDRESSES

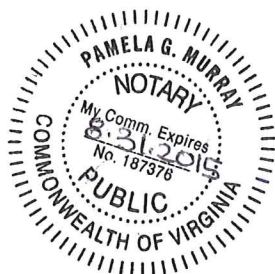
See Attachments

STATE OF VIRGINIA

CITY OF CHARLOTTESVILLE, to-wit:

The foregoing instrument was acknowledged before me this 3rd day of September 2013, by Pam Murray.

My Commission Expires: AUGUST 31 2015



Notary Public